

## **STATE EMPLOYEES CHARITABLE GIVING CAMPAIGN**

### **ADVISORY COUNCIL MEETING**

**Wednesday, July 16, 2014 3:30 p.m.**

Department of Public Health & Human Services, 111 North Sanders, Room 107, Helena

### **Agenda**

1. Greeting/Call to Order.
2. Review minutes from June 18, 2014 meeting.
3. Review meeting agenda and advisory committee members' schedules for the upcoming meetings.
  - a. Next meeting dates: August 20, September 17, October 15, November 19, and December 5.
4. Public Comment – members of the public.
5. Fiscal Agent Report - Alison and Brian
  - a. Financial Reports
  - b. Update: QuickBooks
  - c. Update - Meeting with Beth Stephenson & Denise Adamson
6. Program Contractor's Report – Alison
  - a. Update: Vendors - Nonprofit Fair Kickoff
  - b. Update: Corporate Sponsors
  - c. SECGC Website – Giving Guide
7. Chairman's Report – Mike
8. D of A Liaison's Report – Helen
  - a. Nonprofit Acceptance letters
9. Other Business/Adjourn

# STATE EMPLOYEES CHARITABLE GIVING CAMPAIGN

## ADVISORY COUNCIL MEETING

Wednesday, June 18, 2014 3:30 p.m.

Department of Public Health & Human Services, 111 North Sanders, Room 107, Helena

### Minutes

1. Greeting/Call to Order.

Chairman Mike Manion called the meeting to order at 3:30. Members present: Shelly Clinch, Bill Crane, Donna Hansen, Marie Matthews, Gloria Soja, and Diane Larson. Members excused: Marcia Armstrong, Kirsten Wrzesinski, Gary Owen, and Matt Dale. Staff present: Helen Betts. Contractor present: Alison Munson. Guest: Beth Stephenson, ITSD.

2. Review minutes from May 28, 2014 meeting.

Minutes accepted. **MOTION** Bill Crane moved, Diane Larson second, so moved and passed.

3. Review meeting agenda and advisory committee members' schedules for the upcoming meetings.

- a. Next meeting dates: July 16, August 20, September 17, October 15, November 19, and December 5.

Committee asked to review the dates with their calendars to ensure a quorum at meetings. No objections reported.

4. Public Comment – members of the public.

No public comment

5. Fiscal Agent Report - Alison and Brian

- a. QuickBooks - Software Alternatives

Alison reported that she has looked into other alternatives for QuickBooks. United Way has a Helix program but the add-on would cost \$2000 initially with maintenance of \$400 a year. She will check to see if they will negotiate on that cost. Another option is to purchase QuickBooks for \$99 and have Anderson ZurMuehlen (AZ) set it up for about \$200. This program could handle the 17 various reports. **MOTION** After discussion, Bill Crane moved to purchase Quick Books and have AZ set it up, second by Marie Matthews, so moved and passed.

- i. June 20<sup>th</sup> Meeting with Beth Stephenson

Alison Munson, Beth Stephenson, Bill Crane and Mike Manion will meet June 20 at 2:00pm to discuss audit standards and their wish list for the campaign IT needs.

b. Financial Reports

Alison Munson presented the Financials. She has eliminated the 2012 column from the spreadsheet but notes that there is an excess of \$349.50 due to a late sponsorship payment from Valley Bank. She has contacted AZ to determine how to account for it financially. This campaign has a projected \$8,500 in application fees but has only \$8,100 collected. Reasons for the change are independents again grouping under federations (\$40 per independent vs \$60 for federation plus \$5 per non-profit). Sponsorships have also been collected from Jim Stanger of Helena Motors in the amount of \$1000. This year Alison would like to collect sponsorship money BEFORE spending it on prizes. This will help keep overhead down.

6. Program Contractor's Report – Alison

a. Corporate Sponsor update

Alison continues to work on contacting corporate sponsors. She has contacted Blue Cross/Blue Shield, Mountain West Bank/1<sup>st</sup> Interstate, and Valley Bank. Bill Crane suggested Wells Fargo. **ACTION** Mike Manion will help Alison with contacts to Cigna and Delta Dental. Bill Crane has secured the Cat/Griz football tickets, the Fort Benton/Sacagawea package, and a large basket. Alison will continue to do most of the soliciting, but if a member does solicit she asks that they let her know.

b. Tagline for SECGC signage

A survey was sent out to determine if there is a need for a tagline on signage and, if so, what it would be. The survey results with 116 responses were – The winner with 28% - Big Sky, Big Hearts, Big Difference and second place 22% Helping Hands, Open Hearts, Montana State Employees.

c. Trend Analysis

Alison reported on the trend analysis on shrinkage. Shrinkage is currently estimated at 13%. Alison suggested that next year we might consider 20%. Payments to non-profits are made in 4 installments, starting in May. We apply the shrinkage percent to the first payment and balance out in the last payment. Shrinkage is made up of about 4% uncollectable and 16% overhead. Overhead has been made up of printing, overspending of prizes and the United Way contract. **ACTION** It was decided that we would leave the 13% shrinkage in place this year, review how it works and then consider raising the amount next year. The current 13% may work out better since we will work to eliminate overspending and reduce printing.

d. Relationship Building – Great Falls

Alison is working on building relationships in other communities. She relies on making agency contacts to identify the volunteers in other cities. Revenue has provided its volunteer lists. With the advent of the online giving, the need for other regional volunteer participation has gone down. Alison is also working with donor groups to help lead the effort. Bill and Gary would like to pursue a kickoff event in Great Falls and identified the Civic Center as the central point (see map). Alison has vital city data of numbers, donations, etc. She needs volunteer info for Great Falls to work with them toward holding an event. **ACTION** Alison will bring in data from those contacts to the committee to decide if they will hold a kickoff in Great Falls.

Alison also reported on the Helena kick-off event for September 29.

Food –

Last year served pizza from Pizza Hut for \$800 and 2012 was hot dogs for \$2250. Our budget is \$2500. Bill would like some of that allocated to the Great Falls opening. What are the options to Pizza Hut? Do we rotate pizza places or do we go with the best price?

The Volunteer event is Dec 5<sup>th</sup>. Last year they served Paul's Pasties for \$350. We might consider looking for a healthy alternative.

**ACTION** Alison will bring in options.

Alison reported on Applications. She has requested guidance on who is in and out of the campaign based on their adherence to the 70% rule. Do National non-profits benefit Montana? Discussion followed regarding excluding those that can't prove the 70% versus those that have a wide acceptance but only benefit Montana on a generic level such as 'research efforts' by the American Cancer Society. Do we have different criteria for large non-profits such as Nation to Nation? **MOTION** Bill Crane moved that if the organization has been in the campaign before, we would allow them in now, second by Diane Larson, so moved and passed. The committee can review the criteria for next year.

7. Chairman's Report – Mike

No report

8. D of A Liaison's Report – Helen

No report

9. Other Business/Adjourn

No other business. **MOTION** Bill Crane moved to adjourn, second by Diane Larson, so moved and passed.